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# Oxford Bus Company

Oxford Bus Company is a bus operator serving the city and surrounding area of Oxford, England including services to the city of London and to Heathrow and Gatwick airports. It is a subsidiary of the **Go-Ahead Group**, one of the UK's leading public transport providers.

Oxford Bus Company is regularly commended for its achievements in enhancing the customer experience. Constantly finding ways to keep up with passengers' demands, meet expectations and stay ahead of the competition, Oxford Bus Company and RebelRoam are now working together to achieve these and more.

## Challenge

Oxford Bus offers their passengers free onboard Wi-Fi with data traffic limitation of 150 MB per device for 6 consecutive hours. Their network has basic filtering in place through Icomera M-series routers blocking some background activities and video streaming sites.

With a young passenger profile consisting mostly of university students, providing good quality Wi-Fi is imperative to match the high-end service profile of the company. However, the continuously growing data consumption and popularity of video content put a lot of pressure on the onboard network as well as the transport company's budget. Blocking content is not a long-term solution as passengers expect to have access to everything, including video streaming sites.

Opening up sites like YouTube would further congest the onboard Wi-Fi network and accelerate data consumption, therefore leaving the company at a difficult position in finding the right balance on user satisfaction, network congestion and operating expenses.

## Solution

The solution to Oxford Bus' problem is RebelRoam's onboard Wi-Fi traffic optimisation service RebelRocket Cloud, a cutting edge technology that accommodates and accelerates more concurrent data traffic with lesser bandwidth requirements. RebelRocket makes Wi-Fi service faster and more cost effective by actively filtering, shaping and accelerating the data traffic using a combination of a rock-solid DNS policy server coupled with a transparent proxy/ load-balancer/ TCP-accelerator.

## Implementation

Fast and simple. RebelRocket Cloud is deployed at the on-board Icomera M-series LTE gateway equipment by simply changing the existing DNS server addresses to the ones provided by RebelRoam.

It is currently the only cloud-based, hardware and network agnostic Wi-Fi network optimisation solution in the market that can be implemented in minutes, remotely, worldwide.

## Benefits

The implementation of RebelRocket Cloud on Oxford Bus Company's fleet has enabled the delivery of better onboard Wi-Fi service with reduced operating expenses by consuming less cellular data.

In measuring the amount of data consumed by passengers, the average amount of data used has decreased and the average time online has increased. For the same amount of data, passengers can be online for a longer time. This means that they can do more with their allotted data limit and surf longer rather than having their devices consume the data on unwanted activities like automatic updates and syncing.

RebelRocket Cloud has also enabled Oxford Buses to open up YouTube for their X90 intercity coaches and their airline coaches. Now the passengers can watch videos without congesting the network and degrading other passengers' experiences.

RebelRoam's onboard Wi-Fi traffic optimisation service implemented on top of the basic filtering offered by Icomera reduced total data consumption by 25%, consequently lowering Oxford Bus Company's costs to provide on-board Wi-Fi while improving the customer experience.

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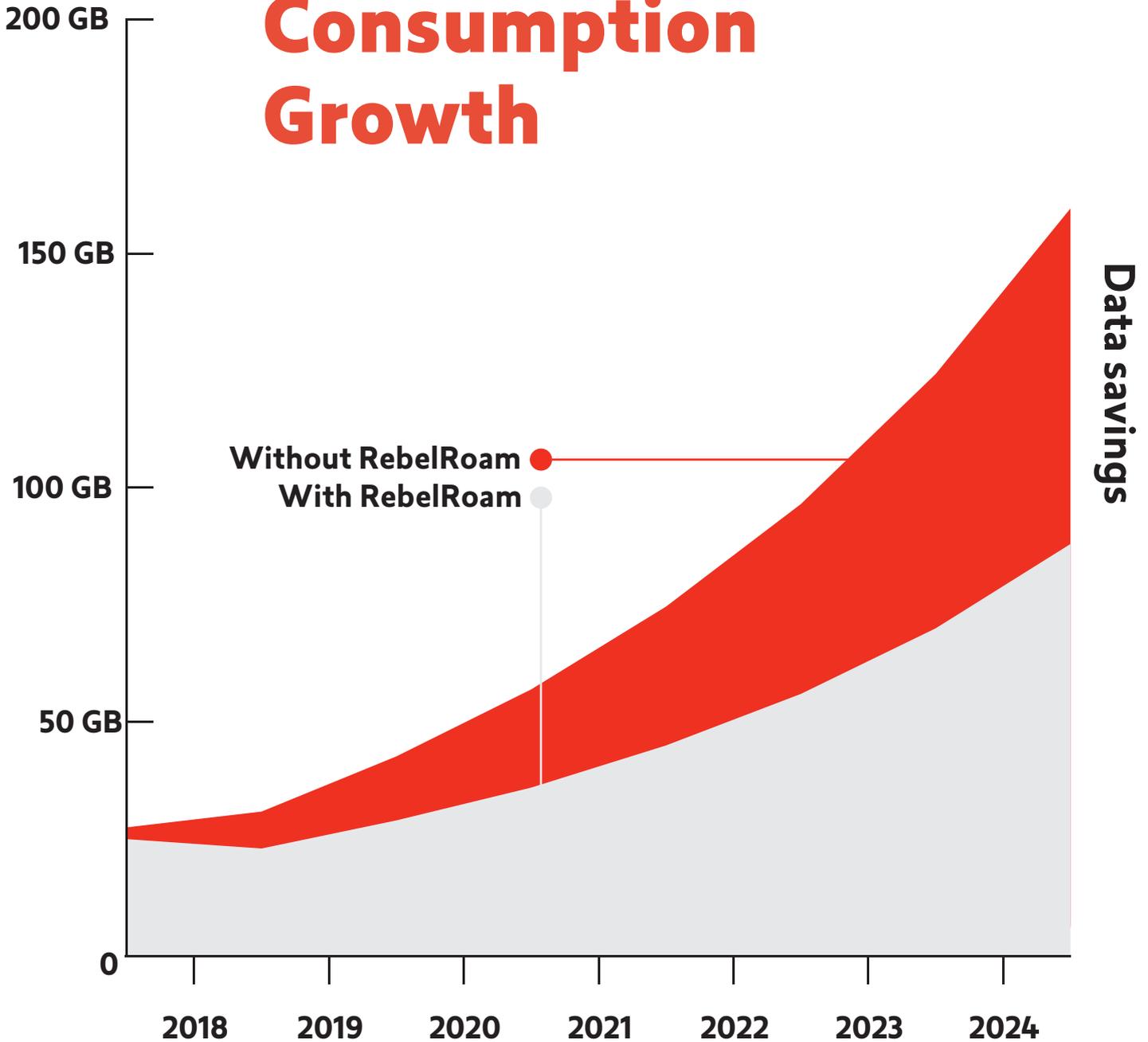
Phil Southall, Oxford Bus Company Managing Director said: "Passengers expect a high-quality Wi-Fi experience on our buses and coaches. By partnering with RebelRoam we have been able to deliver an even better Wi-Fi experience to passengers. The new system means passengers can now stream video content without congesting the network and increasing data consumption."

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Henri Ploom, CEO of RebelRoam, said: "We are focused on helping transport operators provide good quality Wi-Fi to their passengers by offering an easy solution that is also within their budget realities. With data consumption growing at 25% annually and the popularity of video content, network optimisation is not an option anymore, it's a must."

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# Organic Data Consumption Growth



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